Industry, Tourism and Investment

PROGRAMS AND SERVICES IN SUPPORT OF NORTHWEST TERRITORIES ARTS AND FINE CRAFTS

NORTHWEST TERRITORIES ARTS®

A Program of the Northwest Territories

May 2013

Cover Images
Beaded moccasins: Vincent Firth, Inuvik.
Left to Right: Dave Brosha, Yellowknife
Jamie Look, Yellowknife | Jamie Bastedo, Yellowknife
Grey Gritt, Yellowknife | Maryjane Nigiyok, Ulukhaktok.

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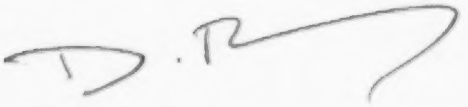
MINISTER'S MESSAGE

Economic and cultural benefits weave together almost seamlessly in the Northwest Territories (NWT) arts and fine crafts industry. These benefits are felt across the territory: community-based artists reap the rewards of their hard work through sales of their arts and fine crafts to locals and tourists, elders show their cultural pride by passing traditional crafting skills and techniques down to other family members, and overall, the unique products created by NWT artists raise the profile of the territory as more and more people are interested in purchasing genuine, authentic, professional art. Art created in the NWT is meaningful; symbolic of the people, the land and the culture of the North.

Our vast land provides artists with a unique backdrop in which to practice their craft and today's arts and crafts sector is as diverse as the land itself. One-of-a-kind arts and crafts are available in just about every community of the NWT. Carvings, beaded garments, paintings, pottery, jewelry and home-tanned moccasins are just a few examples of the exquisite products created by NWT artists – many of which are in high demand all through the year.

The Department of Industry, Tourism and Investment promotes and supports the arts and fine crafts industry as a welcome addition to a diversified economy that provides artists – especially those in our smaller communities – with employment choices and an opportunity to maintain their connection to the land, through their artwork.

The Government of the Northwest Territories is committed to working with members of the arts community to provide programming and support services that encourage growth in the industry, ensure the production of diverse art continues, and to raise awareness of the high calibre of NWT artists and their art.



Minister David Ramsay
Industry, Tourism and Investment

INTRODUCTION

The **NWT Arts Strategy** represents the Government of the Northwest Territories' recognition of the important role that arts and fine crafts play in both our society and our economy. The Strategy is implemented jointly by the Departments of Education, Culture and Employment (ECE) and Industry, Tourism and Investment (ITI).

ECE supports careers in the arts and cultural industries; primary, secondary and postsecondary arts education; public access to, and participation in, the arts, and art creation.

ITI supports the business, marketing and promotional side of the arts including the film industry and producers of art and fine crafts in the Northwest Territories (NWT).

This publication is a summary of ITI's various programs and services in support of the business and development of the NWT arts and fine crafts industry.

Carving, Kuzy Curley, Yellowknife

MARKETING STRATEGY: THE NWT ARTS PROGRAM

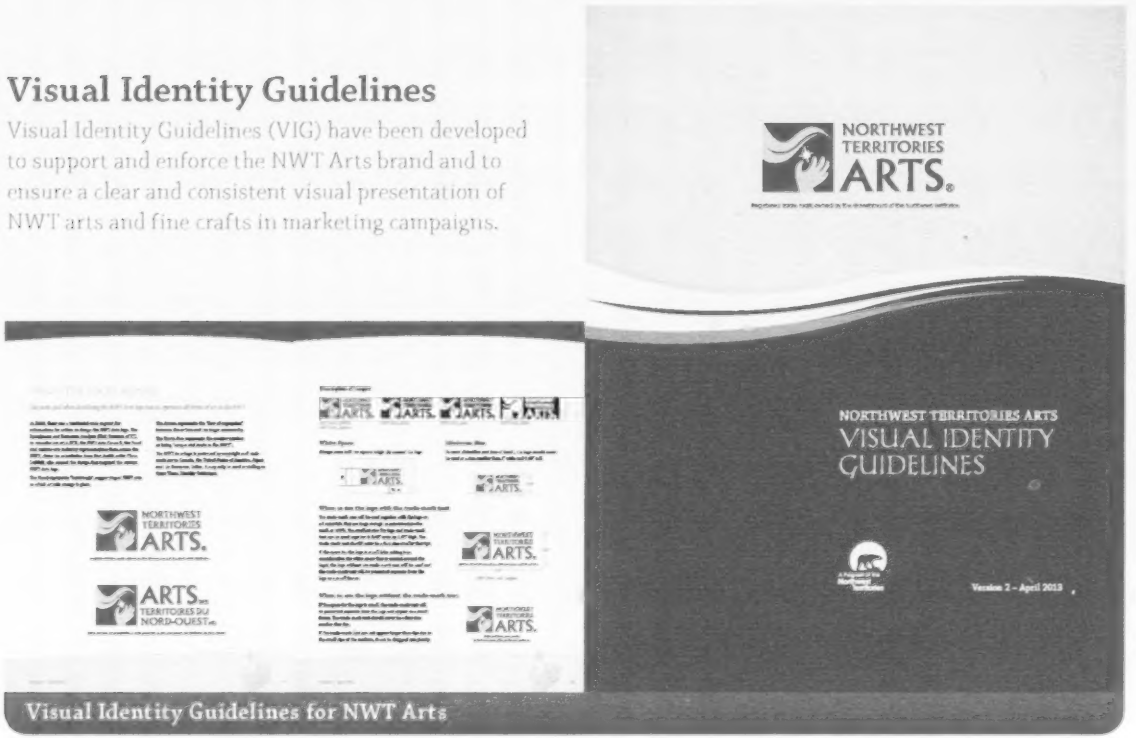
The NWT Arts Program promotes arts and fine crafts to local, national and international markets. Program registration is free to all NWT artists including those in traditional and contemporary visual arts and fine crafts, performing arts, literary arts and film/new media art.

Objectives of the NWT Arts Program include:

- Increased awareness and sales of authentic NWT Arts.
- A recognizable and trusted logo for use in local, national and international markets.
- Increased demand for products in the marketplace, with value and price point to match sought-after items.
- Promotion and celebration of NWT artists and the their stories about NWT Arts.
- Support for the NWT's rich artistic tradition to preserve and strengthen cultural heritage and identity.
- Distinguish and promote NWT art and fine crafts in the marketplace.

Visual Identity Guidelines

Visual Identity Guidelines (VIG) have been developed to support and enforce the NWT Arts brand and to ensure a clear and consistent visual presentation of NWT arts and fine crafts in marketing campaigns.



Visual Identity Guidelines for NWT Arts

Content Collection Project

The Content Collection Project is an ongoing initiative that gathers content (images, video and interviews) from registered artists in the NWT Arts Program. This content is then given to artists for their own marketing purposes and with permission from the artist, may be used by NWT Arts in its general arts marketing campaigns.

To date, content has been collected from Yellowknife, Inuvik, Tuktoyaktuk, Ulukhaktok, Aklavik, Tsiigehtchic and Fort McPherson, and over 100 registered artists from these communities have had the opportunity share and document the story of their art. Representatives from the NWT Arts Program are working to ensure all registered artists in the NWT have the opportunity to share and document the story of their art and benefit from this project.

ITI has purchased digital cameras for regional Economic Development Officers to help artists take high-resolution photos of their artwork.

Alison McCreesh, Yellowknife

Mabel Nigiyok, Ulukhaktok

Margaret Vittreka, Fort McPherson

Louie Nigiyok, Ulukhaktok and Terrance Pamplin, Yellowknife

Content Collection photos

Online Initiatives

Online promotion is a key element in marketing. The NWT Arts Program includes the following components as a part of its marketing and promotion services:

1. NWT Arts Archive

The NWT Arts Archive is a documentation of all NWT Arts content including products, programming and promotional initiatives. Personal content (contact information, images, videos, etc.) chosen by an artist as 'public' can then be viewed on the public website. The archive also serves as an inventory of art that has been purchased by the GNWT.

2. NWT Arts Marketing Assets Inventory

This is an up-to-date inventory of marketing assets that are available for artists, organizations and partners to use in arts promotion. This includes (but is not limited to) artist's profiles and art images, banners, posters, brochures, videos, etc.

3. NWT Arts Website (nwtarts.com)

The website serves as a one-stop information source about NWT artists and their work. Visitors can read stories about registered artists, see images of their work and find registered organizations that sell NWT art. The website also contains information about NWT art and culture, the NWT Arts Program, and more.

4. NWT Arts Login Areas

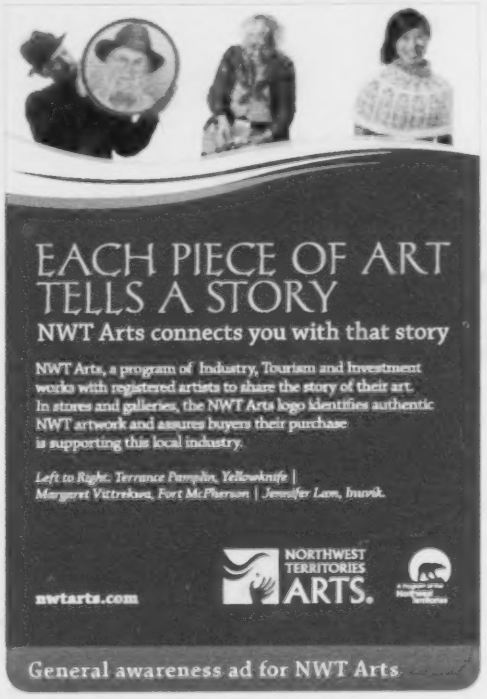
In this members-only section of the website, registered artists and organizations can update their public profile, participate in internal forums, buy/sell raw materials from other registered artists and organizations, post events and more.

Point-of-Sale Materials

Point-of-Sale (POS) materials are available to aid in educating prospective customers about the value of NWT arts, and assist in brand recognition of authentic products.

Marketing Campaign

NWT Arts advertisements have been updated to reflect the new VIG standards. These will run in various publications to promote general awareness for NWT Arts.


EACH PIECE OF ART TELLS A STORY
NWT Arts connects you with that story
NWT Arts, a program of Industry, Tourism and Investment works with registered artists to share the story of their art. In stores and galleries, the NWT Arts logo identifies authentic NWT artwork and assures buyers their purchase is supporting this local industry.
Left to Right: Terrance Pamplin, Yellowknife | Margaret Vittrekwa, Fort McPherson | Jennifer Law, Inuvik.
nwtarts.com
NORTHWEST TERRITORIES ARTS.

General awareness ad for NWT Arts

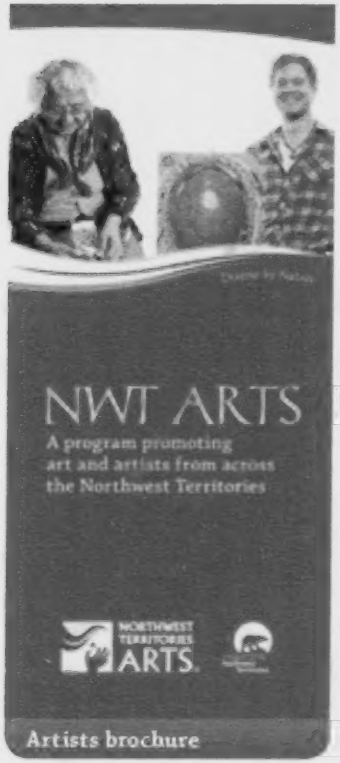
OTHER NWT ARTS PROMOTIONAL INITIATIVES

NWT Artists Brochure

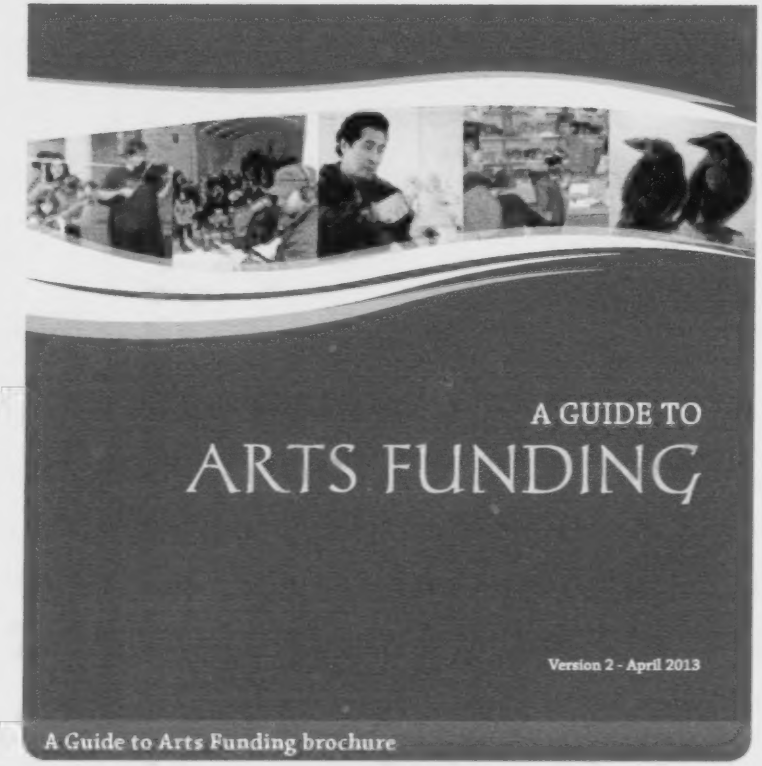
This information brochure for artists describes the NWT Arts Program, the benefits of joining the Program and outlines the steps of how they can register. This brochure was printed in English and French and distributed to regional offices for use.

A Guide to Arts Funding

In 2012, *A Guide to Arts Funding* was produced by ECE and ITI. This booklet informs artists about different GNWT programs and services they can access for arts funding.



Artists brochure



A Guide to Arts Funding brochure

NWT Arts Posters

Three large posters were developed to inform artists and the general public about various initiatives of the NWT Arts Program. The first poster was about the Inuvik Region Content Collection Project, summarizing the purpose of the project and its successful results.

The second poster highlighted ITI's commitment to supporting the annual Great Northern Arts Festival.

The third poster was about the NWT Arts Program and how artists can register for the Program.

THE NWT ARTS PROGRAM
CONTENT COLLECTION PROJECT | Inuvik Region, July 2012
SUPPORTING
THE GROWTH OF NWT ARTS
GREAT NORTHERN ARTS FESTIVAL | Inuvik, July 2012
THE NWT ARTS PROGRAM
YOUR ART HAS A STORY TO SHARE. NWT ARTS IS THE STORYTELLER.

NWT Arts posters

Arts and Cultural Event Participation

NWT tourism and cultural events continue to be an important way to increase awareness and interest for the NWT arts industry. Assessed on a case-by-case basis, ITI is committed to participating in events that provide the opportunity to showcase the diverse types of arts found in the NWT.

NWT artists at Canada Day 2012 event in Vancouver

NWT Artist Newsline (Studio News)

This quarterly newsletter is available from ITI's regional offices and is distributed to over 700 recipients across Canada. The publication informs readers about regional and community arts initiatives, upcoming arts events, and updates GNWT programs and services.

STUDIO NEWS
WINTER 2012
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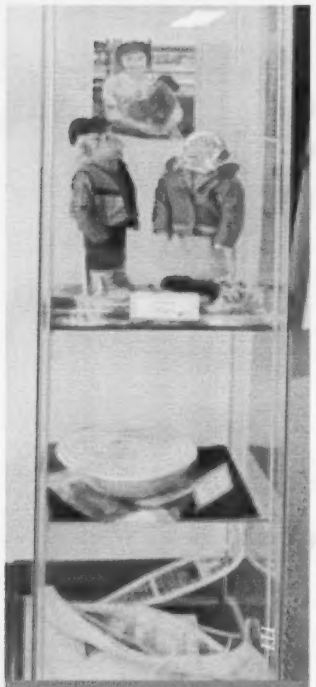
NWT Residents Recognized for Promotion of Arts, Culture and Heritage
NORTHWEST TERRITORIES ARTS

Studio News newsletter

NWT Arts Displays

Regional and national arts displays are an opportunity to increase awareness and interest for the NWT arts industry. In partnership with the Edmonton International Airport, ITI has two display cases, located at gates 7 and 49. Display units are also located in regional centres across the territory. These displays showcase traditional NWT artwork and increase interest in the arts and fine crafts that are made by NWT artists.

Edmonton Airport Gate 7



Regional display in Fort Simpson

Artwork by Landon Peters, Yellowknife

Regional Office Delivery

ITI Programs and Services are delivered through offices in Yellowknife (North Slave), Fort Smith (South Slave), Norman Wells (Sahtu), Fort Simpson (Dehcho) or Inuvik (Inuvik).

The Regional Arts Working Group (RAWG) is comprised of five representatives, one member from each ITI regional office. This group meets twice a year to discuss the state of the arts across the NWT and share regional perspectives of program delivery and initiatives. Members also gain knowledge for delivering regional programs and providing support in their own communities.

Regional offices receive specific funding annually to implement action items in the NWT Arts Strategy. This helps regional offices to:

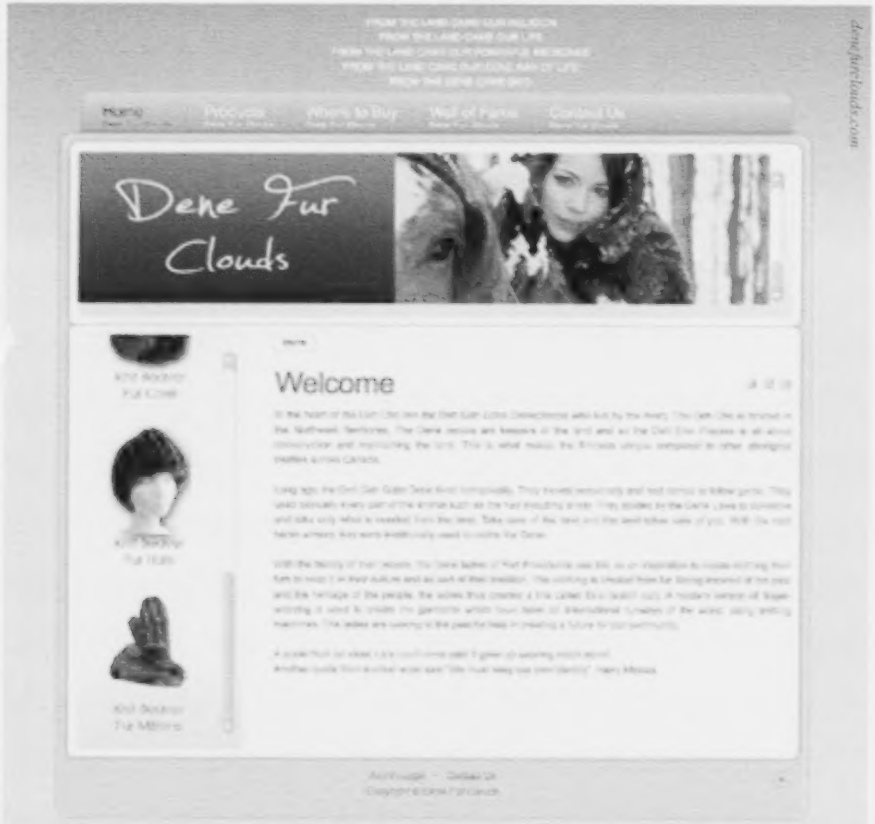
- Take a more active role in the delivery of programming in their community.
- Have a direct impact on local arts promotion, support and coordination for overall programming.
- Deliver consistent programming throughout the NWT.
- Conduct e-commerce workshops in communities.
- Develop partnerships with Non-Government Organizations, NWT societies, band office and various arts enthusiasts.
- Participate in direct marketing and promotional activities.
- Encourage individual artists to sign up for the NWT Arts Program.
- Provide artists with access to raw materials and supplies to produce NWT arts and crafts.
- Provide funding to artists to attend events that promote NWT arts.

Artwork by
Charissa Alain-Lilly,
Yellowknife

Subsidiary Support

ITI provides core funding to the Business Development Investment Corporation (BDIC), which supports three arts subsidiary companies. These subsidiary companies produce traditional arts and fine crafts for commercial sale through Arctic Canada Trading Company and other retail outlets.

- Dene Fur Clouds, Fort Providence
- Acho Dene Crafts, Fort Liard
- Ulukhaktok Arts Centre, Ulukhaktok



Dene Fur Clouds website

Community Consultations/ Workshops

Workshops and business skills training are provided to artists in various regions. Workshop topics include marketing and promotion basics, how to price artwork, and an introduction to online marketing, which covers such things as e-commerce and how to develop a basic website.

Funding for artists to attend community consultations and workshops can be available through the Support for Entrepreneurs and Economic Development (SEED) Policy.

Toll-Free Phone Number for Arts (1-877-445-2787)

Artists in remote communities can contact their local regional office without incurring long distance charges. This service also provides a direct link for artists to access regional program assistance.

Pricing Your Art Workshop at GNAF 2009

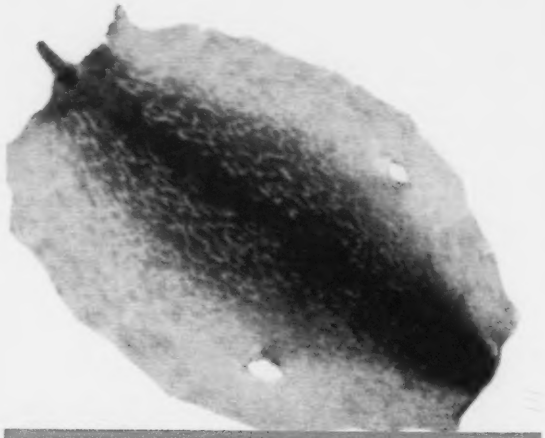
Access to Raw Materials

ITI is committed to helping NWT artists access raw materials to produce arts and fine crafts. Through SEED, artists can access funding to purchase raw materials, equipment and supplies to create their art for commercial purposes. The NWT Arts website provides a directory of local suppliers of raw materials.

ITI guarantees the purchase of traditionally tanned moose hides from NWT producers, and makes them available to artists at the purchase cost. To maintain the market reputation of this unique product, knowledgeable contractors with experience in valuation of these hides are contracted to purchase quality pieces on behalf of the government.

ITI regional offices also work with local contractors to provide access to affordable furs. Subject to availability, furs can be purchased at the following locations:

- Great Northern Arts Festival, Inuvik
- Open Sky Creative Society, Fort Simpson
- Ulukhaktok Community Corporation, Ulukhaktok
- Norman Wells Historical Society, Norman Wells
- Abe Miller Centre, Yellowknife
- NWT Native Woman's Association, Yellowknife



Genuine Mackenzie Valley Furs (ITI) provides raw materials to artists

Support for Entrepreneurs and Economic Development

Under its SEED policy, ITI offers contributions to small businesses, artists and entrepreneurs. The Micro-Business Program in particular, is targeted at developing the traditional economy, arts and film activities for commercial purposes.

Artists can get funding for:

- Purchase of tools, equipment or raw materials.
- Filmmaking equipment or assistance with production expenses for specific film projects.
- Travel assistance to tradeshows, festivals and events.
- Shipping assistance to consumer shows (e.g. arts exhibits).
- Marketing and promotion efforts.

Artwork by Jennifer Lam, Inuvik

CONTACTS

For more information about ITI's programs and services that support Northwest Territories arts and fine crafts, contact your regional office.

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Investment and Economic Analysis Division
Department of Industry, Tourism and Investment
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Yellowknife, NT X1A 2L9
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T (867) 920-6130 / F (867) 873-0101
E: nwtarts@gov.nt.ca

Inuvik Region
Bag 2589
Inuvik, NT X0E 0T0
T (867) 777-7196 / F (867) 777-7321

South Slave Region
Box 231
Fort Smith, NT X0E 0P0
T (867) 872-6430 / F (867) 872-4628

South Slave Region
156 Miron Drive
Hay River, NT X0E 0R2
T (867) 875-5570 / F (867) 875-5551

North Slave Region
Box 1320
Yellowknife, NT X1A 2L9
T (867) 920-8967 / F (867) 873-6109

Sahtu Region
Box 130
Norman Wells, NT X0E 0V0
T (867) 587-7171 / F (867) 587-3018

Dehcho Region
Box 240
Fort Simpson, NT X0E 0N0
T (867) 695-7500 / F (867) 695-7501